

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Electoral Rolls – Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date – Awareness and Publicity Campaign - Publicity – Payment of Rs.4,48,000/- to M/s Livewires Advertising Private Ltd., Hyderabad towards the cost of advertisement charges on Railway Coaches for one month on 32 Trains – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 2093

Dated: 14-05-2014

Read the following:-

1. Govt. Lr.No.3262/Elecs.E/A2/2013-1, dt: 20-11-2013.
2. From M/s Livewires Advertising Pvt., Ltd., Hyderabad
Invoice No.Prod-224, dt: 28-11-2013.
3. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.

ORDER:

In letter 2nd read above, work order has been issued to M/s Livewires Advertising Private Limited, Hyderabad to take up publicity by way of advertisement on Railway Coaches for one month on 100 trains @ Rs.14,000/- per train per month and 12.36% Service Tax extra in connection with Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date. Accordingly, the agency has given advertisement on Railway Coaches and furnished the invoice for an amount of Rs.15,73,040/- including Service Tax and requested for arranging payment in the reference 3rd read above.

2. After careful examination, Government hereby accord sanction for payment of an amount of **Rs.4,48,000/-** (Rupees Four lakhs forty eight thousand only) to M/s Livewires Advertising Private Limited, Hyderabad towards the cost of advertisement charges on Railway Coaches for one month on 32 Trains @ Rs.14,000/- per train in connection with Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date.

3. The expenditure sanctioned in para 2 above shall be debited to “**2015 Elections - MH 104 Charges for Conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses**” and shall be met from out of the additional funds provided vide G.O. 3rd read above.

(Contd...2...)

4. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 2 above, and credit in favour of **“M/s Livewires Advertising Private Limited, Hyderabad” A/c No.62204300977, State Bank of Hyderabad, Old Bowenpally Branch, Secunderabad, IFSC Code: SBHY 0020812, MICR No. 500004082 & PAN No.AAACL2455K.**

5. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 3rd read above..

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL,
CHIEF ELECTORAL OFFICER & E.O
PRL.SECRETARY TO GOVERNMENT

To

M/s Livewires Advertising Private Ltd.,

6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER